LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

VOL. V JANUARY 1952 NO. 3

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ON THE FRONT COVER

News of the Month at McCurdy's in January was certainly the new county sales tax. It affected every salesperson who made out a sales check, and some did a double tax take when they had to pile Federal tax and county tax on a sale. If you deducted a McCurdy employee's discount, also, you really had a problem in arithmetic.

On the front cover LIFE AT McCURDY'S shows you a transaction typical of hundreds you might see daily in the Store. Rita Schoenberger, Cosmetics, gives the complete treatment to the sales check she is computing for a purchase made by Nettie Hart, Alterations.

"Some of the People"

1. Jack Morse, Buyer of Downstairs Linens and Domestics
2. Anne Tantalo, Accounting Office
3. Lee Tuttle, Receiving Room

ON THE BACK COVER

The odd object held by *Melville Northrup,* Buyer of Luggage and Cameras, is an idol estimated to be 300 years old.

It was worshipped by a tribe in the Belgian Congo, and had been the property of the tribe's witch doctor, Toko. When Toko was converted to Christianity by missionary William Deans, he found it fitting to give Mr. Deans the idol.

Toko also permitted Mr. Deans to take pictures of a sacrificial ritual to the idol . . . the first time this privilege had ever been granted. When he came to Rochester, Mr. Deans sought the help of his friend, Mel Northrup, in making slides and duplicates of these movies. With the idol, they are now safeguarded in the vaults of Kodak Park.

The idol is made of wood . . . supposedly mahogany . . . and the scars on it result from a termite invasion. It had been passed on from father to son through many generations of witch doctors. Toko recalled their names and that is the way its age was computed.

William Dean's work in Africa and the story of the idol and the tribe that worshipped it were featured in the "Saturday Evening Post" of June 23rd with the title "Conqueror of the Congo."

Election Coming Up

E.M.B.A. members will elect a new slate of officers shortly. Nominations are now in the hands of the following committee: Lee Tuttle, chairman; Arlene Smith, Edward Blake, Elwood Spalding and Ruth Ott.

Save the Date!

Spring Ball

Saturday, March 8

9 to 1 o'clock

Music by Gene Zacher's Orchestra

ENTERTAINMENT

Free Bingo

*

In the Hotel Sheraton Ballroom

Sponsored by McCurdy's EMBA

Tickets, 75c each (including tax)

WILL BE BA

Santa for a Day

When illness kept McCurdy's Santa Claus from his duties on the Fourth Floor several days, two McCurdy-ites bravely filled in. Norris Fiske, Coat and Suit Buyer, and Andy Mahefkly, Credit Office, donned the red suit and whiskers, in turn. The letter we publish in this issue tells you how successful they were. On the opposite page, you see Mr. Fiske in the role of St. Nick, talking to Donna Zeigler of Oakdale Drive, and here is his own version of it:

It took quite a bit of salesmanship by Mr. Hunt to get me to play the role of Santa Claus. However, once I was dressed for the part, it was fun and I thoroughly enjoyed it.

Much to my surprise, many of the children gave very little thought to gifts for themselves. A few wanted to be sure that gifts were going to the children in Korea and Europe.

I was quite impressed by the age of the children who still believed that there is a Santa Claus.

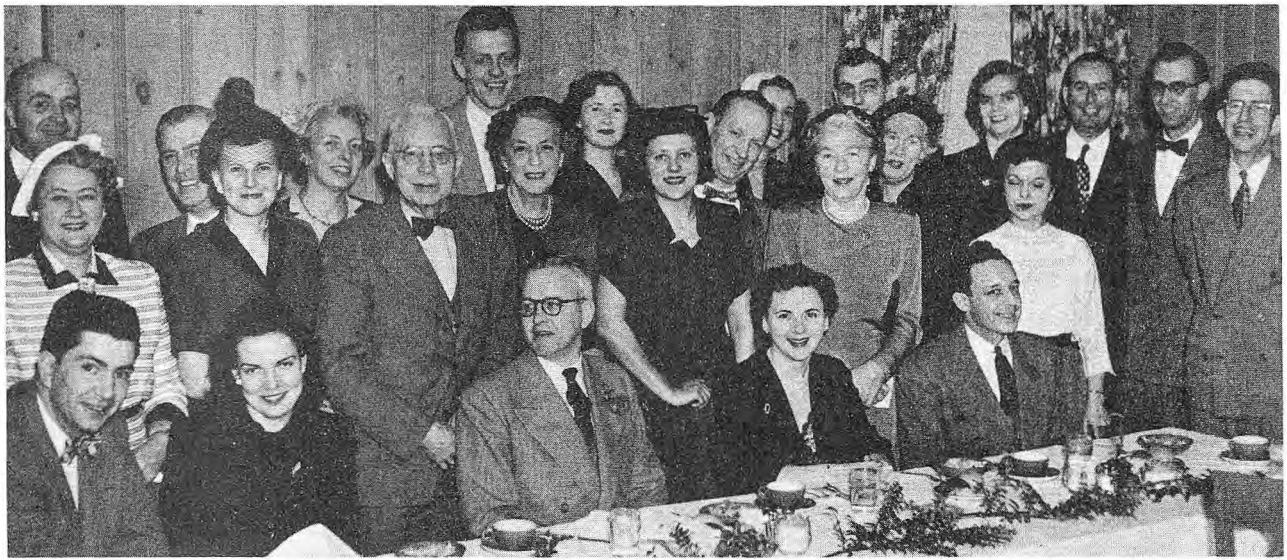
Part of the fun was to greet people in the Store who didn't recognize me as Santa, but did recognize my voice. Their reactions were terrific!

Manager, McCurdy and Company
285 Main Street East
Rochester, New York
Dear Sir:

This is a note to tell you how much I appreciated the Santa Claus in your store. I took my 2½-year-old girl down today to see the Santa at McCurdy's I had heard so much about. Although your regular Santa was sick, his substitute did very well and I would like the people working with Santa to know how much impressed I was by the way the children were treated.

Christmas today is considered commercial by some of us, but truly, I felt the real warmth and deep interest in the children when Santa waved to us as we approached. Also, the girl who was writing the children's names in her large book was cordial. This, also, was a lovely idea, and one that could be a deep impression on the children. The quiet, impressive throne, away from noise and other activities, made me think I will always take my two little girls to see Santa at your store every year, to keep the true spirit of Santa always in their hearts.

Sincerely,
Mrs. Kenneth Lauterbach



McCurdy's Furniture Staff members, their husbands and wives, were guests of Joseph Williams, president of the Quality Mattress Company, at a dinner at the University Club December 26th. The affair opened a month-long drive to promote Spring-Air mattresses at McCurdy's. LIFE AT McCURDY'S photographer caught the group just as dinner was starting. Seated, left to right, are Thomas Osborne, Mrs. Osborne, Joseph Williams, Mrs. Armand Williams and Armand Williams. The first row of standees, left to right: Mary Rein, Lucy Vanderburgh, Edward Fox, Henriette Miller, Mrs. William Markham, Mrs. Elmer Cammer, Mrs. Edward Sorenson. Back row, left to right: John Rein, Elmer Cammer, Mrs. Barton Horner, Jack Carey, Mrs. Carey, Edward Sorenson, Mrs. Elmer Knapp, Elmer Knapp, Mrs. Dale Gibson, Barton Horner, Dale Gibson, Clarence Vanderburgh.

This picture was taken at the Christmas party of Receiving and Marking Rooms. Flat on the floor is Dan DeLella. Seated in the first row, left to right: Charles LePorte, Edna Angie, Frances Guenther, Elizabeth D'Arcadia, Mae Withers, Dorothy Papincau, Marion Gilbert, Lucy Madalena, and Joe DeMariano. Seated, second row, left to right: Dorothy Pulvere, Florence Hedrick, Mary Lou Hall, Cecil Darby, Margaret Zepetella, Mary Balcer, and Clara Musson. Standing, left to right: Lee Tuttle, Mona Brown, Jane Kramer, Carrie Hill, Kay White, Loretta Beck, Elizabeth Grant, Gertrude Koster, Katie Van Apeldoorn, Ernest Comfort, and Howard Fitzgerald. Back row, left to right: Dominic Verace, Bob Smith, Kenneth Tifft, George Barker, Max Heinze, Peter Neimi, Sam Calivrese, Bill Wolrath and Bill Horn.

Here and There in the Store

1. *Curtain and Drapery party,* front row, left to right: Carmen Giorgi, Lucy Luciano, Mrs. Helen Beck, and Charlotte Metzendorf. Second Row: Bertha Sixby, Anna Bidlack, Mary Ryan. Third row: Florence Pugsley, Gene Renz and Alice Scott. The little cakes and cookies you see were products of the skill of Mrs. Beck, mother of Mrs. Metzendorf.

2. *Interior Decorating and Wallpaper party,* left to right: Leonard Kirby, Pauline Haggis, Virginia Dygert, Claire Pergrim, Martha Hagan, Marguerite Booth, and Edward Miller (who was visiting the party just as the photographer arrived).

3. *Downstairs Dresses and Coats,* left to right: Ida Wagner, Ada Harrington, Edna Steinhilber, Herbert Metzendorf, Josephine Andrews, Floyd Stephens, Tina Haskell, Freda Lazerson, Mary Mogler, Jerold Foland, Alice Ayers, and Thelma Secora.

4. *At the Second Floor Clerical Office Party,* left to right: Natalie Abronowitz, Anne Pelliciano, Gilbert G. McCurdy, Anne Shurgot, Donald Brown, Bernice Bogart, Angie Madalena, and Georgia Kennedy.

5. *Coats, Suits and Furs,* standing, left to right: Betty Foster, Norris Fiske, Marie Kropp, Julia Holden, Margaret Gamble, Mary Boylin, Ruth Herr, Sue Reusch, Betty McAdams. Seated: Jane Hibbard.

on the Day before Christmas

3.

4.

5.

THE MAIL BAG

December 28, 1951

Dear Mr. McCurdy:

Again this year, the contribution that your good company has made to make the people of our community aware of the True Meaning of Christmas is most deserving of comment.

The Christmas Hymns, so beautifully rendered, the religious scene in the most prominent window of your store, and the general scheme of decorations throughout your entire store had a tendency to make one realize that while Christmas is a time of gift giving and remembering friends and relatives, it, too, is a most sacred time.

I am sure that this did much toward making your holiday sales volume all that could be desired, and my sincere wish is that you and your company will have a happy and prosperous New Year.

Respectfully yours,,
(Customer's Name)

January 5, 1952

Dear (Customer's Name):

Thanks very much for your note regarding our Christmas window. We are happy to know that it appealed to you. We believe that the true meaning of Christmas should be kept uppermost in our minds, and we hope to be able to do our part in interpreting the significance of the Christmas season in all that we do.

We do appreciate greatly your kindness in taking the trouble to write to us.

Very sincerely,
Gilbert J. C. McCurdy

Dear Mr. McCurdy:

This is my very first Christmas. I was born last January, so I missed the big Day for 1950. But I hope to make up for it this year.

I guess Mommie and Dad were a little worried about making sure that my brothers (2) and my sisters (2) and me (Gerry) had a real fine Christmas this year. Seems there were "financial difficulties" (whatever that can be). And then one day my Daddy came in all excited, and handed Mom an envelope and said, "Here's Our Christmas, honey—a present from Mr. McCurdy."

Well, let me tell you, I was relieved. I'd been worrying, too, so I thought I'd write and tell you "Thank you" and how much we appreciate your wonderful gift. May you have a Merry Christmas and a Blessed New Year.

Sincerely,
Gerard C. Fonte

P.S. Dad works in Floor Coverings.

My dear Mrs. Fonte:

Will you please convey my very hearty thanks to your son, Gerard, for the very nice letter he wrote me on the beautiful Christmas card. We are indeed happy to know that we had a part in making his first Christmas a happy one. In many years to come, may he have the fine life to which all mothers look forward for their sons. As he grows in years, he will come to know the true meaning of Christmas and will then appreciate how much his note has meant to us. Thank you very much for sending it.

Very sincerely,
Gilbert J. C. McCurdy

TEAROOM TID-BITS

by Marilyn Meranda

A hearty welcome goes to *Joyce Barnett,* who is a newcomer in the Tearoom.

Soda Fountain welcomes *Achilles Capsalis,* who comes to Rochester from Greece; *Betty Wickham* and *Mary Kaplan.*

Television fame has come to two of the children of our chef, *Sam Mansfer.* They appeared on "Ask the Kids" program, televised on Friday nights.

Our new tax box has caused quite a sensation. *Margaret Auer,* Delivery, dropped in a dime and our cashier said, "What did you do that for?" Margaret replied, "Isn't that for the Cancer Drive?" After discovering it was for the tax, she wanted her dime back. Do you think we should give it to her?

ADVERTISING NOTES

by Harriet Spencer

The engagement of *Beverlee Scott,* Artist, to Jack Dorren was announced recently.

Virginia Monroe, a newcomer to Rochester from Elmira, is now in charge of the Downstairs Store advertising layout and art work. The new Downstairs Store copywriter is *Barbara Anne Koenig,* who came to McCurdy's by way of Michigan and Alaska.

Announcement was made on New Year's Day of the engagement of *Barbara Babcock,* Copywriter, to Robert B. Kewin. They plan an April wedding.

CREDIT OFFICE NEWS

by Fay Casey

Olive Close received a nice (cash deposit) recently in the shape of a grand-daughter, Marcia Anne.

We welcome back the quartet with the lovely sounding sur-names: *Arlene Rauber, Dorothy Purvis, Kathleen Perrin* and *Nancy Williams.*

Milly Crumb showed her dimples more frequently as her daughter and lovely grandchildren returned for the holidays.

A very hearty welcome to *Agnes Archambo.*

If anyone finds a green jade earring, please return to *Vi Bancroft.*

Kathleen McGovern is missed by everyone in the Credit Office. Why did you have to break an arm, Kathleen? Hurry back!

A WORD FROM THIRD

by Ceil Ihrig

We welcome *Lillian Hamlin* back to Everyday Dresses.

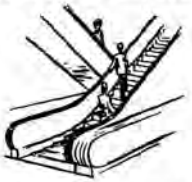
Ruth McGeary, Girls' Shop, who was absent for several months because of illness, is with us again. We are all happy to see her.

The son of *Gertrud Sheg,* Boys' Shop, phoned her on Christmas Day from Germany to say "Merry Christmas."

November was a great month for wedding anniversaries in the Everyday Dress Shop, and we'd like to report them now: November 22nd: *Lali Connolly,* 16 years; November 29th, *Ceil Ihrig,* 23 years; November 30th, *Lillian Hamlin,* 30 years (it was also her birthday)!

Frances Gross of the Lingerie Dept. is back . . . glad to see her!

Up and Down the Escalator



SECOND STORIES

by Angie Madalena

Lois Dobbins, Buyer of Junior Fashions, entertained her department at a Christmas party at her home December 17th.

Leo Schultheis, Buyer of Shoes, was host at a Christmas breakfast for his staff December 1st. The breakfast, in the Employees' Cafeteria, was served by Kay Wallace and her assistants. Guests of honor were James S. Hunt and Louis R. Schwartz.

Gilbert G. McCurdy and *Donald Brown,* Divisional Merchandise Managers, were hosts at a Christmas party for the merchandise clerical staff the day before Christmas.

Because of the schedule in Alteration Department, *Ellen Robinson,* Department Manager, held her annual Christmas luncheon on Saturday, December 29th. A grand time was had by all and grab bag gifts were exchanged.

Best wishes go to *Elizabeth Wilson* Suit Dept., who is at home recuperating from an operation, and to *Betty Foster,* Coat Dept., who is recovering from a recent injury.

Ida Bartlett, Alterations, has been in St. Mary's Hospital recovering from a hip injury.

Our sympathy goes to *Millie Arbeiter,* Casual Fashions, on the recent death of her mother.

Rase Conklin, Alterations, is visiting her son in Georgia.

Alice Reed, Alterations, is in California, the guest of her son.

Mae Kellogg, Millinery Dept., has been on a trip to New Orleans, Miami, and St. Petersburg.

A holiday party for her staff was given by *Rose Heckler,* Buyer of Moderate Price Dresses, at her home January 3rd.

DISPLAY NEWS

by Helen Ely

Welcome to the following newcomers in the Display Department: *Julia Harrison* and *Virginia Jardene,* who work on the Printasign Machine, and *Sol Alercia,* Display.

We were all sorry to see *Bill Connolly* leave the department.

Girls' Bowling Team News

by Lorraine Metzger

Two teams from McCurdy's Girls' Bowling League are entering the City Tournament, starting February 16th. One is the Merchandise Team, captained by Dorothy Krysinski, and including Lucille Brown, Elsie Rauber, Lucy Madalena and Lorraine Metzger. The other team, with Lillian Brown as captain, is made up of Mae Withers, Frances Guenther, Alberta Scott and Jackie Tubiola.

The League held a Christmas party at the R.G.D.A. Club December 21st and everybody had a good time. The program included dancing, and there were gifts galore.

Buyer Entertains Staff at Party

by Bernice Mintrum

Miss Helen Mabee, Buyer of Budget Blouses and Neckwear, entertained twenty-three from the Street Floor at a Christmas party at her home December 12th. After a most delicious dinner, there were games, prizes, and gifts for everyone.

As a special treat, a palmist told fortunes. The evening was ended with the singing of Christmas carols. As the pictures here show, a wonderful time was enjoyed by all.

Some of the guests are shown in the group picture, from left to right: Marilyn Nelson, Doris Evans, Mary Ascenzi, Peggy Lowry, Evelyn White, Betty Minimum, Prudence Hasbrouck, Jean Cain, Lee Dusenbury and Bee Forman. Holding a giant Christmas box is Helen Mabee. With Lincoln, Miss Mabee's collie, is Diane Smith.

TALES FROM FOUR

by Henriette W. Miller

Dale Gibson is the new Assistant Buyer of Furniture. Mr. Gibson was formerly Floor Superintendent on McCurdy's Street Floor.

Thomas Osborne, Furniture Buyer, and Mrs. Osborne entertained the Furniture Department Staff at a house warming December 29th in their new home in Windale Road. It was also a party to honor *Jack Carey,* formerly Assistant Buyer, who becomes Buyer of Downstairs Housedresses, Junior Dresses and Negligees. A Cape Cod lighter was presented by the guests to the Osbornes and a pen set to Mr. Carey.

TOP FLIGHT YARNS

by Mary Balcer

The E.M.B.A. Cafeteria welcomes two newcomers to their staff: Mary *Camera* and *Joe Brinson.*

The Housewares Stockroom extends a warm welcome to *Don Grainger.*

We would like to welcome *Ruby Milkisty* to our staff in the Drapery Workroom.

It certainly looks as if Santa was good to *Jane Kramer* and *Loretta Beck,* Receiving Room. They both proudly display new watches they received for Christmas.

The Receiving Room is happy to welcome back *Charlie Perry.*

Congratulations to *Sam Trapani,* who became engaged at Christmas time to Miss Gloria Cerqua. Wedding bells will ring in June.

The department had a particularly fine Christmas party, to wind up the busiest season of the year.

Happy Birthday!

FEBRUARY

Frances Veltz, Lingerie 1
Jessie Brizius, Alterations 2
Elizabeth Stuyvesant, Better Dresses 2
Mary Karpf, Junior Dresses, Downstairs Store 4
Gertrude Prentice, Accounting 4
Margaret DeKramer, Alterations 5
Mildred Turner, Credit Office 6
Adelaide Barry, Fur Storage 6
Delia Oatman, Paint Shop 6
Betty Warren, Bakery 6
Richard Weller, Rugs 6
Lena Cavallero, Sportswear 7
Joseph De Mariano, Receiving Room 7
John Menshorn, Bakery 7
Clara Hill, Alterations 9
Martha Hagan, Interior Decoration 10
Iola Keller, Better Dresses 10
Thea Merzweiler, Drapery Workroom 10
Edith Schipper, Tearoom 10
Julia Herman, Art Needlework 11
Frances M. Dirkx, Credit Office 12
Sally Kane, Notions 12
Betty McAdams, Desk 12
Wilhelmina Wittenburg, Bridal Workroom 12
Margaret Vrooman, Bakery 13
Fay Casey, Credit Office 13
Helen Figler, Alterations 14
Margaret McNulty, Sportswear 14
Mary Patterson, Budget Dresses 15
Bessie Schmuhl, Millinery, Downstairs Store 15
Ethel Schaad, Credit Office 16
Maude Bishop, Alterations 19
Vicki Maugeri, Tabulating Dept. 20
John Feist, Maintenance 20
Jean Riccio, Desk 20
Jane Rogers, Draperies 20
Christine Arnao, Cosmetics 22
Donald Dense, Accounting 22
Cordelia Heffron, Accounting 22
Margaret McDonnell, Shoes 22
Lila Paine, Infants Shop 22
Florence Linhos, Advertising 24
Verna McIntyre, Leather Goods 24
Arlene Rauber, Credit Office 24
Ann Bott, Alterations 26
Kathryn Lynch, Optical Shop 26
Catherine Delaney, Tearoom 27
Abe Feinberg, Shoes 29
Louise Singreen, Corsets 29

SOME OF THE People ...
DOWNSTAIRS STORE
1
2
3
RECEIVING ROOM
F. LINHOS